



Howard Lichtman, MBA, JD

Partner & Co-founder

Ethnicity Matters

Howard Lichtman is a founding Partner of Ethnicity Matters.

Ethnicity Matters is a full-service strategic consultancy and marketing & advertising agency focused on the Asian consumer. We provide market research, strategy, media planning & buying, creative & production, social, digital, shopper marketing, influencer and experiential programs.

Prior to Ethnicity Matters, Howard was President of The Lightning Group, providing Virtual Chief Marketing Officer services. He also served as Executive Vice President of Marketing & Communications at Cineplex North America, where he transformed cinemas from being just movie theatres to being media outlets, with the launch of screen advertising, and a host of

other services.

He is also responsible for all the marketing, programming, media relations and sponsorship for the Taste of the Danforth – Canada’s largest street Festival – which welcomes over 1.6 million attendees in the course of a single weekend.

He is an angel investor in Sensibill, NXM Labs, Dot Health, Mediseen, Geogram, Halvana, Ethnic Channels Group, NISE Technologies, and LifeWire.

Howard is a JD and MBA. He was an instructor at Ryerson University on “How to Launch an eBusiness”. He is very active with the Schulich School of Business where he is a Program Advisor for their annual alumni conference, as well as serving as a Devil’s Advocate in the school’s Global Management Program. He also serves as a Hult Prize Expert in Residence for the Global Hult \$1 Million Competition.



Bobby Sahni, MBA
Partner & Co-founder

Ethnicity Matters

Bobby Sahni is a veteran and thought leader in the multicultural marketing and advertising industry. Bobby was the Head of Multicultural Marketing at Rogers Communications and has been a pioneer in developing, executing and managing diversity and multicultural marketing initiatives for several best-in-class organizations. He is Co-Founder and Partner at Ethnicity Matters - a multicultural marketing & advertising agency dedicated to helping companies drive new growth and sales by engaging North America's fast

growing, big spending ethnic and new immigrant communities.

Bobby has earned national and international recognition for his work and thought leadership. Bobby also loves teaching, having guest-lectured at many universities and regularly speaks at industry events and conferences across North America. Bobby has also served on a variety of advisory boards including Imagine Canada, Hockey Canada, Seva Food Bank, Road Hockey to Conquer Cancer, Reel Asian Film Festival and Credit Valley Conservation Foundation. Bobby earned his MBA from the global Kellogg-Schulich Executive MBA program with cross-cultural studies in Hong Kong, Germany, Miami, Chicago and Toronto. He also holds a Bachelor of Science & Business degree from the University of Waterloo.



Susan Irving
Chief Marketing Officer

Kruger Products L.P.

Susan Irving is an industry leader with a passion for brands and a reputation for delivering business results through strategic integrated marketing campaigns. Now, as Chief Marketing Officer for Kruger Products L.P., Susan is responsible for leading the marketing team to set the vision, strategic direction, and drive business performance for all Kruger Products brands and marketing activities in Canada and the United States. She is also a key

member of the Company's Executive Team.

Susan is an accomplished, award-winning senior marketing executive with over two decades of experience leading many successful and well-known brands at Warner Lambert, Coca-Cola and PepsiCo. She has a strong passion for brands and building high performance teams. She is a strategic business leader with experience that spans across all aspects of business management and consumer marketing including brand strategy; advertising and communications; P&L management; media planning; digital; social media; innovation; consumer insights; as well as sports and event marketing. Most recently at PepsiCo Foods Canada, Susan was the Senior Marketing Director for the Quaker Nutrition portfolio. During her 15 years at PepsiCo, she held several progressive roles including leadership of a Global Snacks team in New York where she was responsible for Doritos, Cheetos and Sunbites - three of the company's billion dollar brands. Prior to that, Susan spent more than a decade at PepsiCo Canada leading teams of passionate marketers in creating successful campaigns that drove profitable growth for brands including Cheetos, Doritos, Lay's, Ruffles and Tostitos. Susan is known for her collaborative approach of working with teams to deliver breakthrough, insight-driven consumer campaigns and programs that deliver growth.

As an accomplished marketer, Susan has been recognized with several industry accolades including CMAs, Cassies, Cannes Lions, Effies, The Bessies, Clios, Media Innovation Awards and Canadian New Media Awards. She was also among Marketing Magazine's prestigious Top 30 under 30, Canada's Strategy Magazine 2020 Marketer of the Year, the Canadian Marketing Association 2021 Marketer of the Year and Canada Grocer's 2022 Senior Star Women.

An avid sailor, Susan was a member of the Canadian Sailing Team, having campaigned for the 1992 and 1996 Summer Olympics. She was the President of the Leaside Hockey Association Board of Directors where she served for seven years; the Jury Chair for the Globe and Mail's Cannes Young Marketers Competition; a judge for several industry award shows; a key note speaker for North American Conferences and a committee member of WISE Canada (Women in Sport and Entertainment). She is also a member of the Canadian Women and Sport Board of Directors and The Ontario Hockey Federation Board of Directors.

When Susan takes a break from Marketing, you can find her on a sail boat or a ski hill. As a busy mother of two young boys, you'll also find her in hockey rinks, at road races and on the soccer field supporting their family's passion of competitive sport.



Christina Litz
Chief Brand & Commercial Officer

True North Sports + Entertainment

Christina Litz is the Chief Brand & Commercial Officer for True North Sports + Entertainment (TNSE). TNSE owns and operates Canada Life Centre, the Winnipeg Jets (NHL), the Manitoba Moose (AHL), the hockey for all centre and the Burton Cummings Theatre. Christina leads strategy and operations for the Marketing, Partnerships & Premium, Ticketing, Content & Communication departments at TNSE.

Christina has a long history in marketing, digital and strategy leadership roles at some of Canada's leading sports and entertainment companies.

In sports, she was Vice President, Business Development & Revenue at Woodbine Entertainment Group, Canada's largest

operator of professional horseracing in Canada and a multi-dimensional entertainment business. Prior to this she was Chief Marketing, Digital & Strategy Officer at the Canadian Football League.

On the entertainment side, Christina was VP, Digital Content & Engagement for Corus Entertainment and led all digital and social media operations for Corus' tv brands. Prior to Corus, Christina was at Rogers Media, where she led their digital pureplay business including iVillage.ca, Sweetspot and Branchez-Vous.

A lawyer, Christina first stepped into the multi-platform media world while doing Business Affairs at CHUM Radio & Television and later CTV where she supported the launch of MuchMusic's digital video player and negotiated CTV's first iTunes deal. Following CTV, she led business development efforts for the TELUS Content team, helping secure and distribute content through all TELUS' platforms.

Christina is a graduate of the University of Manitoba's Faculty of Law and briefly practiced law at Torys.



Sartia Parchani

New Canadians and Student Marketing Lead

TD Bank

Sarita leads the New to Canada and Multicultural marketing portfolio with TD Bank, creating world class marketing plans for the multicultural segments that drive shareholder value and increase customer loyalty. She is an accomplished marketer with 16+years of global experience within Financial, Retail, & advertising Industries. Her unique and diverse experience of living and working across 5 countries – India, Dubai, Finland, Austria, and Canada reflect her powerful ability to deliver business growth, bring business/Sales and Marketing together, drive digital engagement and enhance brand experiences.

Sarita is a champion for inclusion and diversity, particularly for women in leadership and visible minority groups. She values family, contributions to community and is a big fan of travel and exploring new places.